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NEWS KIT

FOR

FARMER FIELDMEN



NORTH DAKOTA STATE AAA OFFICE

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FARMER-FIELDMAN:

This kit was prepared with the thought that it would be valuable in conducting our 1942 Wheat Marketing Quota Campaign, although it may be useful in future publicity and informational programs. It gives us something tangible to show newspaper editors when we approach them with promotional ideas.

We must put a lot of punch into our quota drive. We can't afford to rest on last year's success. The referendum comes at a busy time for farmers and getting them out to vote will, perhaps, be our biggest job. We also have the responsibility of presenting the facts about quotas to the general public - to show just how all parts of our National farm program fit in together to maintain a stabilized agriculture - to show how our farm program is indispensable to our maximum contribution to the war effort. Pound away at the importance of May 2nd! An hour or two taken off to vote may mean the difference between fair prices and all our AAA program means to us and total collapse of our agricultural plant.

We have prepared a North Dakota Wheat Marketing Quota Handbook which will be distributed to every eligible voter and to other interested groups. A 1942 quota leaflet for every wheat grower has been sent out from Washington. We hope you'll use the material in this kit in getting vital information to the press.

This office is ready to help in every possible way to get material together for special pages or editions.

NORTH DAKOTA STATE AGRICULTURAL
CONSERVATION COMMITTEE

SEP 14 1945

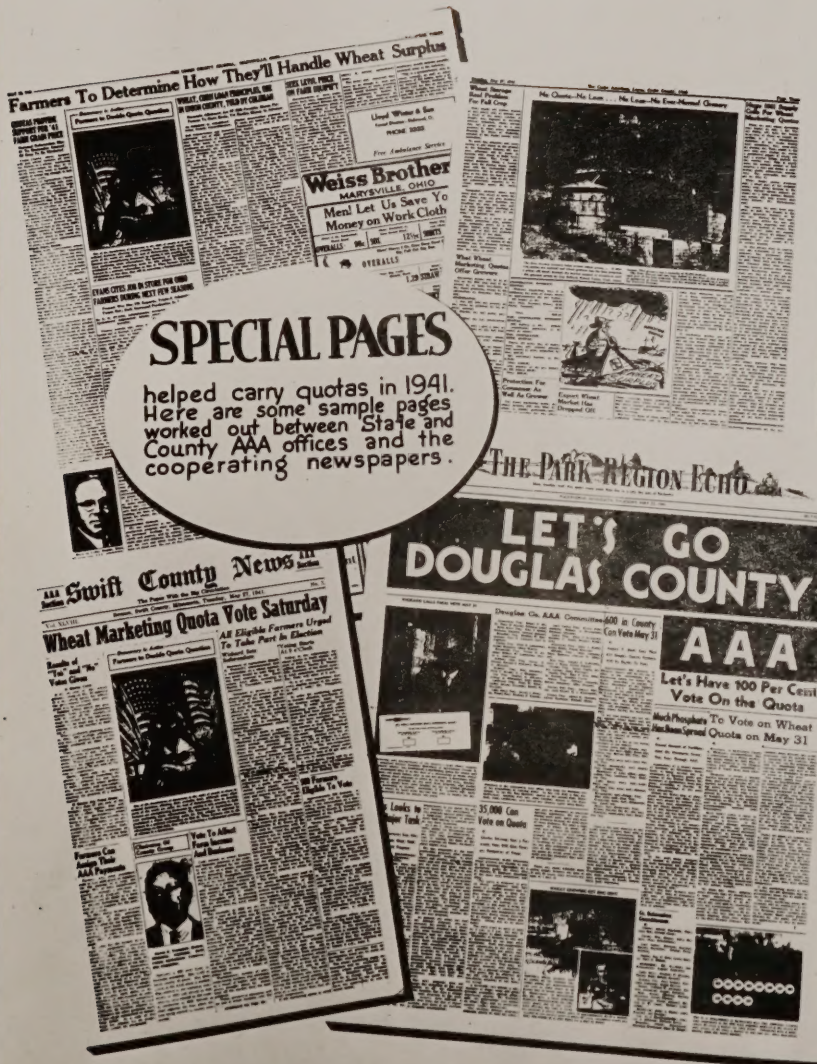
NEWS STORIES

Here are a few suggestions for Marketing Quota news stories. There are many ways counties can work the success of quotas last year; county wheat loan program, wheat storage and transportation; war crops; and the price factor into their news stories. Many stories can be worked around material in our North Dakota Wheat Marketing Quota Handbook.

1. Story on the price of wheat in U.S. and other countries. (see marketing quota handbook). Tell how quotas and loans bring North Dakota wheat growers better prices than in any other country and what it has meant to farmers and the entire state on last year's good crop.
2. "Testimonial" stories are excellent and carry a lot of weight.
3. More wheat won't help win the war. Flax and other "war crops" will. Many farmers, anxious to do their share, want to know what they can do with land taken out of wheat production. Ring in 85 percent of parity flax price supporting loans that will average at least \$2.10 per bushel. Soybeans may be pushed in some counties.
4. Storage and transportation story. -- Show how quotas help keep production, marketing, transportation, and storage more orderly. Point out the tremendous movement of war materials over railroads, which makes it necessary that transportation not be clogged with wheat. For local interest, recall the difficulties with shipping and storage of wheat last fall. Point out that storage and transportation will be much worse this year, especially if quotas are not in force. Stress orderly marketing and handling.
5. Efficiency story. -- We have plenty of wheat, and it's a waste of time, labor, machinery, and land to expand wheat production. Other crops are needed more.
6. No quotas - no loans! Extension of loan program contingent on quota approval. This could be an interview with a wheat farmer in which he points out the effect of loans on his own income.
7. Explanation of the 1942 quota and just how it will apply.
8. Supply-price relationship. -- Such a story would show the effect that commodity loans have on present wheat prices. Should point out how quotas strengthen loans. Could review wheat price trend in recent years. Local price comparisons should be made.
9. No danger of a wheat shortage. United States farmers have never raised less than 500 million bushels of wheat since 1890. Export outlets not in sight.
10. "Planned production" and orderly handling helps us maintain our conservation efforts. We need to continue conservation if we are to continue production of "Food for Freedom".

Localize stories as much as possible. You perhaps won't attempt to use all of the above suggestions, but we're sure you have ideas of your own which may be used to advantage.

SPECIAL PAGES



In the past many counties have had excellent success with special pages or supplements. The above samples will give you some ideas for preparing layout and copy for such editions. A small-scale reproduction of a regular size newspaper supplement which has been sent to 4400 newspapers is included with this kit. We believe Marketing Quotas could well be included in such a "Food for Freedom" special page or supplement. The page or supplement might well be titled "SPRING OFFENSIVE" edition or similar heading.

POSTER ADVERTISEMENTS

Wheat Marketing Quota Edition

UNION COUNTY FARMERS TO HELP DECIDE FUTURE

SPEAK UP, FARMERS!!!

In May '31 a national wheat referendum will be held among wheat farmers — the first time in history.

In May '31, your vote will be heard throughout the Nation.

In May '31 you will decide between price-supporting wheat loans and cheap wheat.

The United States has a two-year wheat surplus on hand. Export markets are gone. A big crisis is on the way. Throughout the world there are three barrels of wheat to every one for which there's a market.

The ballot speaks. Your vote may mean the difference between cheap wheat and \$1 wheat.

SPEAK UP, FARMERS!!!

Dedicated to Agriculture, Union County's Finest
Here's Where To Cast Your Wheat Market

Why We FAVOR Marketing Quotas For Wheat

collapse

1931 WHEAT PRICES

10c	10c	10c	10c	10c	10c	10c	10c	10c	10c
10c	10c	10c	10c	10c	10c	10c	10c	10c	10c

Billion bushels supply
Good export
No program

support

1940 WHEAT PRICES

10c	10c	10c	10c	10c	10c	10c	10c	10c	10c
10c	10c	10c	10c	10c	10c	10c	10c	10c	10c

Billion bushels supply
Very good exports
But AAA program

It's your choice

Why Quotas?

How They Work

To Whom They Apply

BALLOT

YES ☐
NO ☐

Selection May 31

ADVERTISEMENTS

hit the eye of the newspaper reader. Ad at top right and lower ad are similar in copy and layout. Both are co'op ads — paid for by firms and persons appearing in signature.

Why We FAVOR Marketing Quotas For Wheat

COLLAPSE

1931 WHEAT PRICES

10c	10c	10c	10c	10c	10c	10c	10c	10c	10c
10c	10c	10c	10c	10c	10c	10c	10c	10c	10c

Billion bushels supply
Good export
No program

SUPPORT

1940 WHEAT PRICES

10c	10c	10c	10c	10c	10c	10c	10c	10c	10c
10c	10c	10c	10c	10c	10c	10c	10c	10c	10c

Billion bushels supply
Very good exports
But AAA program

1941 Wheat Prices

It's your choice

Why Quotas?

How They Work

To Whom They Apply

BALLOT

YES ☐
NO ☐

Selection May 31

The undersigned urgently request that you vote YES in the wheat quota election May 31

California Service Co., Berkeley, Calif.
Commercial National Bank
California Trust & Savings Bank
The Farmers' Company
The Farmers' Loan & Trust Co.
The Farmers' Loan & Trust Co.

Industrious Men
Industrious Men Co.
City of Berkeley
City of Berkeley

Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election
Wheat Quota Election

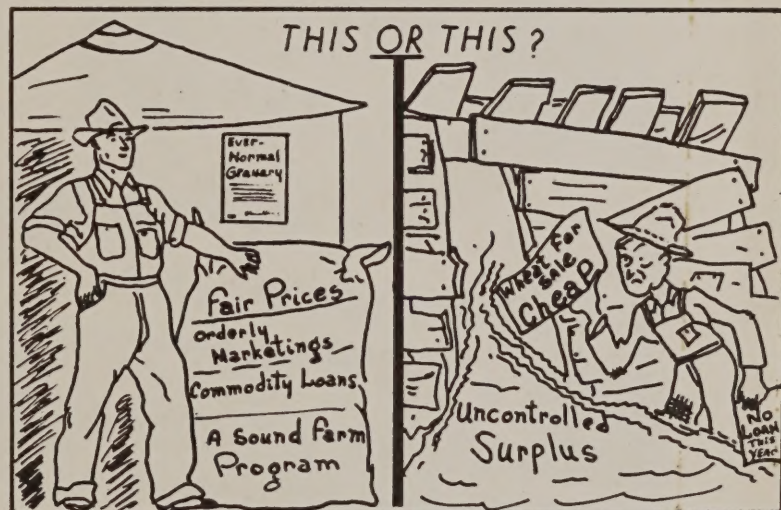
The newspaper ad idea ought to work out pretty well in most counties. The success publishers had with Farm Machinery Repair ads ought to make them receptive to the proposition. The above samples may help you in preparing ad layouts.

NEWS MATS

FOR RELEASE ON RECEIPT.

VOTE MAY 2

WHEAT MARKETING QUOTA



Many of your news stories can be illustrated with pictures, or a news mat picture with a few cut lines is very effective and eye-catching. Newspaper editors like pictures and will generally use them. The attached mats have been sent to your newspaper - mention them when you visit editors. "Dress up" your special pages and supplements with a liberal sprinkling of pictures.

SUGGESTED COPY FOR LAYOUT SHOWN ON NEXT PAGE

What have wheat quotas to do with the success of our air force?

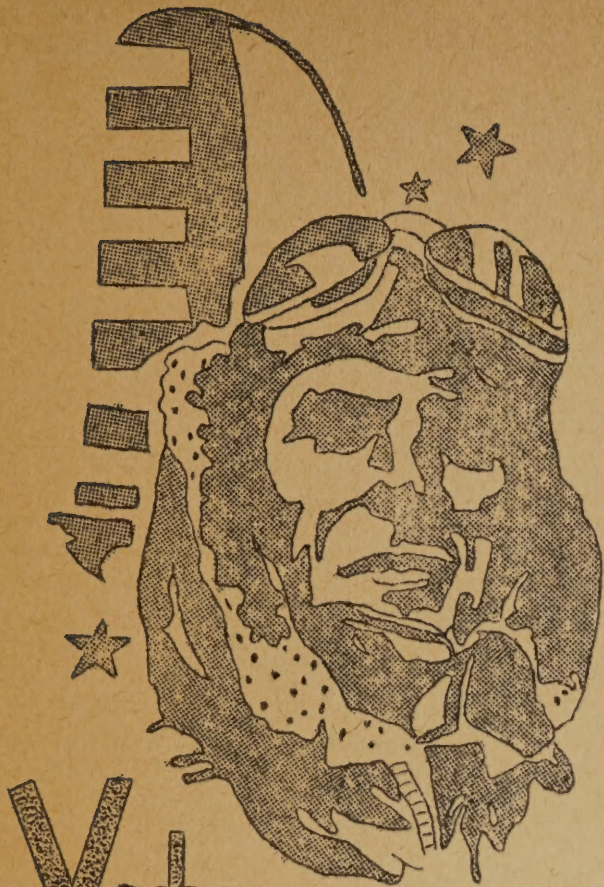
Just this -- what we do on the home front can determine the outcome of battles thousands of miles away. For every fighting man at the front, there must be 18 people working on farms, in factories, and elsewhere, to make and ship the things needed at the front.

So to keep the boys flying and fighting -- sailing and shooting -- we can't spend much time on frills or things we can do without. That means we shouldn't spend time growing and handling a lot of wheat we don't need now. Our elevators are already crowded with an extra year's supply -- on top of what we'll get in a few weeks from this year's crop. Chances are we're going to have trouble shipping and storing this new crop because of the great surplus now on hand. Without some means of holding it off the market, the new wheat crop can play hob with our badly over-worked transportation system and cripple a vital part of our war effort.

Quotas offer a sane, democratic way to handle this wheat problem. They give every farmer a chance to sell what he grows on his share of the total acreage needed to meet the Nation's wheat requirements. They safeguard the small farmer whose living depends on what he gets for his crop against the dangers of a market broken by a flood of wheat. They will free men, land and equipment for the production of vitally needed foods -- milk, eggs, meat -- and other farm products. They will show the fighting men who defend us that we are on our job behind the front.

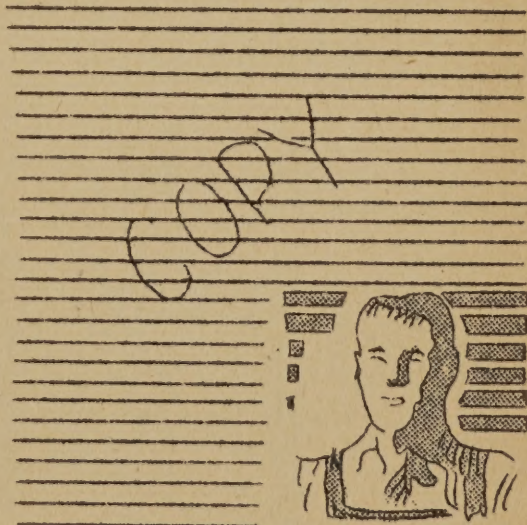
(Illustrations -- Mats of illustrations similar to those shown on the ad layout on the next page may be found in most advertising mat services. The one of the aviator is from page 5 of the April 1942 Meyer Both proof book. The spot drawing of the farmer -- lower right center -- may be a member of Committee or any farmer, or may be omitted).

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KEEP 'EM
FLYING
and
FIGHTING

Vote — — — WHEAT MARKETING QUOTAS



Put the Punch Where it Counts!
VOTE — — — SATURDAY MAY 2

SIGNATURES

NATIONAL CALLS FOR RECORD FARM PRODUCTION 1942

County USDA War Board Aids Farmers in Meeting Problems Connected with 1942 Goals

Expansion of vital foods under the "Food-for-Freedom" campaign is being directed in this county by agricultural leaders comprising the County USDA War Board.

Similar boards are functioning in all agricultural counties in the state. In each county the membership of the Board is made up of the chief officers of these agencies of the United States Department of Agriculture (USDA) operating in the county.

Chairmen of the State and County A.A.A. Commissions serve as Chairmen of the Boards in each case.

The chief task of the Board is to help farmers produce the needed quantities of foods and there called for under the Food-for-Freedom program, a nation-wide program aimed at record farm production. During November a nation-wide farm-to-farm canvass was carried out under the direction of the war boards and farmers mapped out 1942 farming plans in accordance with production goals. For the Nation, purpose of the canvass was farmers plan to meet the goals and exceed many.



VITALITY FOR Victory! America's vigorous soldiers have healthy appetites and U. S. farmers are working overtime to supply all the dairy, poultry and meat products, plus fresh vegetables, needed.

Following Pearl Harbor, the goals were completely revised by the Department, and a still greater production requested in most cases.

Other duties of the Boards are to assist farmers in obtaining supplies essential to farm war production, to help in solving shortages in farm labor and equipment, and to carry out other specific assignments given them by the Secretary.

From time to time, the Boards have been asked to aid in the accomplishment of important national defense objectives in rural areas. Examples of this are the national farm machinery repair program, and the salvage campaign. Under the latter the Boards are cooperating with the Office of Civilian Defense in the collection of scrap iron, rubber, paper and rags.

Farmers are encouraged to report any difficulty in obtaining necessary supplies or materials needed in farm production to the County War Board. The Board is also able to advise the farmer on steps to be taken in seeking derivation of need of farm workers subject to the draft.

NATION ASKS BIG INCREASE IN OIL CROPS

Farmers who get into successful production of soybeans, peanuts and flaxseed this year will be giving their country a big boost toward victory and at the same time will be taking their own food supply into their own hands.

These three crops are important sources of oil which are needed so urgently for Army, civilian and Navy uses. For that reason the national goal for soybeans has been raised to nine million acres; for peanuts, five million acres; and for flaxseed, four and one-half million acres.

To encourage this production, Government price and loan supports will be employed, including purchase of soybeans at \$1.50 per bushel, farm bales, for designated varieties of U. S. No. 2 Yellow, with location and grade differentials; purchase of peanuts at \$2.30 a ton for U. S. No. 1 White Spanish Type for oil, delivered at the approved local receiving agency, with location and grade differentials; the purchase of No. 1 Runner peanuts at \$7.8 a ton and \$7.0 a ton for Class A Virginia; and a loan on flaxseed averaging at least \$2.10 per bushel, farm bales, with location and grade differentials.

To further the increase in fats and oils, efforts will also be made to step up production of lard, tallow, and grease in packing plants.

Cottonseed is also an important source of oil, but no increase in cotton production has been requested.

FARMERS STRETCH SCARCE MATERIALS BY CONSERVATION

Although farmers face a shortage of production facilities, they have been making good progress toward meeting the food production goals that provide the real standard of success of the American agricultural war effort. For farmers have met the term "shortage" with a stronger word of their own—conservation.

Their conservation efforts this spring will be practiced strenuously in their machine sheds and in and around their farm buildings, as well as in their fields.

Conservation of farm machinery is a most pressing matter for American agriculturists. Priorities officials of the War Production Board are urging that farmers repair all their old machinery of usable condition. In some counties, farmers are found to be improvident in pool their spare parts, especially those which they have salvaged from junked machines. Before selling scrap metal, all repair parts are stripped from the machinery to be sold and placed in the county pool or "bank" where neighbors may swap, buy or sell spare parts.

American farmers are veritable mines of valuable metals, and through their USDA War Boards, farmers have been turning in scrap metals and other salvage materials for the manufacture of ships, guns, and tanks. War Boards are conducting campaigns for the collection of scrap iron and steel off the farms, and have already received hundreds of thousands of tons of scrap metal. Some of this metal may return to the farms in the form of new farm machinery.

Whenever possible, used iron and tools are replaced with wood. Farmers are driving wooden fence posts into the ground this spring, especially around pasture and grazing land. They are showing ingenuity in conserving metals by using aluminum materials.

Farmers have had still another serious conservation problem. Nitrate play an important part in munitions production, and much of the nitrogen that normally would be used in commercial fertilizer has been needed in war industries. Farmers have planted increased acreage of leguminous cover crops which deposit nitrogen into their soil and thus release nitrogen normally put into fertilizers. The farm program for 1942 calls for a 50 percent increase in the quantity of legume seed harvested produced.

On all fronts, and in all the complex aspects of farming during wartime, conservation is the answer to many problems.

A farm family can make a good profit on its labor and can save some cash too, by keeping adequate quantities of fresh or home-canned vegetables available throughout the year. Everyone knows that good supplies of wholesome food builds morale and keeps each person doing his job with added vigor.

Get your garden going today—food will win the war!

ad because of the gigantic surplus of cotton fibre already on hand, and because the 1942 goal of 35 million acres will assure a constant supply of all from this source.

Vegetable oils are used in the manufacture of hundreds of articles—paint for guns and homes, linoleum, cosmetics, cooking oil, lard, printers' ink, and the new plastics. In many cases they can be substituted for petroleum products.



DEPARTMENT OF AGRICULTURE
WASHINGTON

To the People of Rural America!

The growing season just ahead is the most critical in the history of American Agriculture.

The nation has given farmers a war assignment in which they must not fail—the production of foods and fibers needed by this country and the United Nations in their fight for freedom.

The 1942 production goals which have been set up to fill these needs call for the greatest total farm production in our history. We shall have to put every acre of land, every hour of labor, and every bit of farm machinery, fertilizer, and other supplies to the use which will best serve the Nation's warlike needs.

The most urgent needs are for more of the vegetable oil crops—peanuts, soybeans, and flaxseed. We must also break all past records for production of milk, eggs, pork, and certain vegetables.

The task will not be easy, but I believe that farmers will do the job. I urge that their neighbors in the villages and towns of America give every possible support to this effort. American ingenuity and determination plus cooperation will overcome shortages of farm labor, machinery, and production supplies to achieve farm goals, and to help our Nation toward the greatest goal of all—Victory and a just peace!

Claude R. Wickard

Secretary

IMPORTANT NOTE—The statement of Secretary of Agriculture Claude R. Wickard reproduced above must not be used in whole or in part in advertising. It and the editorial photographs included with this supplement are for editorial use only.

Community Can Help Solve Farm Production Problems

If America's army of farmers is to stay in the field this spring and win the all-important battle of 1942 production, it will be through the effort of not only farm people but likewise those who live and work in the towns and cities where the farmer gets his supplies—the community, for example.

Abnormal conditions beyond the farmer's control create a situation in which the farm folk cannot handle the job alone, but must seek the cooperation of their urban neighbors because of war-created difficulties.

For if farmers are to succeed in producing all the required amounts of Food-for-Freedom, their supply lines must be kept open and the gaps in the ranks closed. Some of these needs will be met by farmers themselves by harder work and substitution, but they will still look to the people in the nearest community for timely help.

Helped on Supply Campaign

Much help has been given—more will be needed. When the call came to fix up tractors and other farm machinery during the winter to prevent trouble later when parts might not be available, the farmer found urban business people ready to help him get the parts. Special schools of instruction on how to make repairs and combine to conserve parts and even machine cases into being. The same cooperation in the days ahead will help the farmer get over the trouble spots.

Another danger point is the farm labor supply. To reach increased production goals with decreased labor will require ingenuity and untold cooperation. Some crops require many workers at various stages of the growing season, and unless workers can be had, this crop may be lost. In the last war period, when nearly one-fourth of the American army came from farms, school children and women filled the ranks. Steps are being taken in farming areas to meet this year's labor needs in similar fashion. In many communities, schools are now in session six days a week including Saturdays, so that the school year will be shortened and the children freed earlier to do farm work.

Must Keep Lines Open

Since some farm supply lines—certain fertilizers, bags, new insecticides, certain metal products—have been severed, it is important that the remaining lines be kept open and improved. To meet the increased production goals for this year farmers will require more of the seed, food, fuel, and other services available in the supply lines in the stores, shops, and warehouses of America's trading centers.



Farmers Begin Job of Meeting Huge Food-For-Freedom Goals To Aid America's War Effort

The more hours—the more to go over the top—is just ahead for the farmer. Under the banner of the United States Department of Agriculture's Food-for-Freedom program, local farmers are preparing with all million other American farmers to launch the greatest spring offensive this land has ever known.

The goal in this 1942 battle of production is to produce enough of every vital food and fiber to meet their Nation's war-time needs and to supply allied nations with absolutely essential foods and fibers. This wartime program calls for the greatest total production of farm products in our history and record-breaking amounts of milk, eggs, chickens, hogs, rice, sugar, dry beans and field peas, canning peas and tomatoes, soybeans, and peanuts.

The necessity of meeting these goals fully makes the 1942 production season "the most crucial in the history of American Agriculture."

Secretary of Agriculture Claude R. Wickard has stated: "For as if expanding production were not a big enough war job, the task for many farmers will be complicated by shortages of farm labor, machinery and production supplies."

Only the most efficient farm production can attain the huge goals. Land, labor, and supplies must be used in turning out commodities in new and novel ways, and in overcoming shortages exist, rather than in producing commodities at a loss.

Grain and Poultry Crops

Corn—The 1942 production goal is 8 per cent above 1941 in order to have plenty of grain to continue the expansion already under way in meat, dairy and poultry production. Emphasis will be on use of high-yield seed and labor-saving equipment.

Wheat—Plenty on hand and the 1942 acreage will be smaller than in 1941 to avoid overloading transportation and marketing systems. Problem will be to find storage for the crop.

Oats and Rye, Barley, Grain Sorghum and Alfalfa—Production about equal to 1941 crop will meet the need.

Rice—A 6 per cent increase over 1941 is sought.

Pigs and Cattle

Soybeans—Farmers are urged to expand their soybean plantings as much as available land, labor, and equipment will allow.

Peanuts—The goal for 1942 is 555 per cent of the 1941 acreage. All farmers growing peanuts for oil are urged to expand production just as fully as facilities allow.

Flaxseed—The 1942 goal is 81 per cent over 1941 acreage.

Milk and Eggs

Milk—The 1942 goal of 125 billion pounds of milk will require better feeding and marketing practices per cow.

Allocations of metals for dairy equipment will provide more dairy labor-saving equipment than in 1941.

Eggs—Nearly a half-million dozen more eggs are wanted in 1942, compared to 1941. Increased production is needed for the war effort.

Hogs—Farmers will meet a 1942 hog slaughter goal of 55 million, or 15 per cent more than in 1941. Marketing at heavier weights will provide needed meat.

Beef—Increased marketing of beef cattle and calves, rather than increased production is the goal. Cattle numbers are nearing a record total.

Other Sheep for slaughter, same as in 1941. Wool, a few more sheep for shearing desired. Turkey, marketing to be increased 10 per cent over 1941.

Vegetables

Home Gardens—30 per cent above 1941 and one on every farm in the goal.

Fresh Vegetables—10 per cent increase in commercial truck crops. Canning Vegetables—15 per cent more canned tomatoes and 22 per cent more canned peas are needed in 1942 and about the same amounts of other vegetables as in 1941.

Dry Beans—Recent developments make a 15 per cent increase in acreage desirable. Prices of white, pink and pink varieties will be supported.

IMPORTANT!
MATS AVAILABLE
ON REQUEST!

Mats of all of the Illustrative material in this supplement are available on request for \$1.00, plus postage. Order yours today and get help for the Food-for-Freedom drive with a special edition or note.

The material in this supplement is based on information obtained from the U. S. Department of Agriculture and is designed to help farmers meet 1942 Food-for-Freedom production goals.

America's Critical Farm Goods

These are the principal Food-for-Freedom products which farmers are being asked to produce in greater volume this year, and the national totals:

	1941 Production	1942 Goal
MILK, pounds	155,000,000,000	125,000,000,000
EGGS, dozen	3,728,000,000	4,390,000,000
CHICKENS (for market), head	538,000,000	644,000,000
PIGS (slaughter), head	72,500,000	80,000,000
SOYBEANS, acres	5,850,000	5,900,000
PEANUTS, acres	1,964,000	5,300,000
CATTLE (slaughter), head	35,500,000	38,000,000

NOTICE! In the interests of the national welfare and in view of the fact that the Government is now in a position to control the distribution of certain commodities, it is hereby declared that all information on a non-confidential basis.

AGRICULTURAL PROGRAMS HELP FARMERS MEET WAR GOALS



THE UNITED STATES has enough cows to produce all the milk needed for the United States and Great Britain. It also has enough feed to keep these cows at high levels of milk production. Here F. H. Jones, Food for Freedom County, Wis., farmer, gives his herd extra rations to keep the milk flow from falling off as the season advances.



LOTS OF FEED means plentiful eggs, says Evelyn Goltch of Pennsylvania, who takes care of the chickens on her parents' farm. U. S. poultry growers expect to set a world's record in egg production during 1942. Good care and plenty of food for chickens will do it.

GOOD PASTURES REPRESENT BIG FEED RESERVE

When increases in milk production for 1942 were asked nearly a year ago as a prelude to the great Food for Freedom program, Americans turned to the stored fertility of their pastures. But while these grasslands are a reservoir of richness, dairymen know that to be sure of achieving the 9 billion pound milk increase, no bet is overlooked in making the pastures as productive as possible.

Pasture Pointers

The "Do's and Don'ts" of pasture management apply to every farmer, big or small. The farmer with just one, two, or three cows can make a contribution to the national production effort. If the small farm operator improves his pastures and manages his cow or cows effectively he can produce enough milk for his own family needs and thus make more commercial milk available for war needs.

The activity and effort expended this spring in pasture improvement will pay dividends later in the year. Lime and superphosphate, can be used to excellent advantage in the spring when pasture seeding or new growth is in progress.

Dairy specialists advise continued feeding of concentrates and grains to milk cows even after they have been turned into the pastures in the spring. A feeding system combining grazing with the meals of concentrates and grain will show up on the production chart.

Livestock Examine

Pastures may be used wisely or poorly just as any farm equipment. A process of rotation is the ideal practice. This calls for grazing one area, then fencing it off and moving on to an untouched area, reseeded and reworked each area as the cows are removed from it.

The conservation practices of the Agricultural Adjustment Administration for which "conservation payments" have been made, have been a forward step in enriching the soils. Seeding, liming, and the application of superphosphate during the past several years as soil-building practices has enabled many farmers to attain preliminary production goals.

Spring months will tell the story. Pasture methods during the growing months will play a big part in deciding the course of Allied war nutrition. The Victory Cocktail will be milk. Bottoms up!



HANDLE WITH CARE . . . that's the best policy with eggs. Cauter frequently, cool them quickly, and market or produce handlers. Attractive Marjorie Fry of Maryland is having the poultry house with new laid "Foods for Freedom."

NEED MORE FARM GRAIN STORAGE FOR 1942 CROP

Farmers who do not have enough storage now on their farms to house the 1942 harvest of wheat or other grains will be performing a patriotic service by constructing new safe storage this spring while materials are available.

Because there are such huge reserves of grain from previous crop storage space for 1942 wheat and other grain will probably be limited. Dispersal of America's grain on thousands of farms also offers protection against wartime sabotage. Farm storage also relieves the Nation's transportation system of extra work when it is busy with the movement of war materials.

In order to qualify under the Government's commodity loan program, farm storage bins should be stout and tight in order to protect the grain against loss of quantity, or damage due to moisture, insects, rodents or other pests.

Granaries should be on well-drained sites, far enough from other buildings and stacks to reduce fire hazard; and near the farmstead if possible.

A bin in the barn or machine shed will often serve if it is in a good location and meets the general requirements of adequate storage.

Allotments Increases And Prices Supported As Moves To Obtain Maximum Effort

The full resources of Governmental agricultural programs are directed at helping American farmers meet their wartime food production goals. And farmers themselves are already busy producing the record-breaking quantities of food called for in these goals.

The Agricultural Adjustment Administration program of adjustment has been brought into full play—adjustment for abundance of foods needed by ourselves and our allies.

Corn acreage allotments have been increased ten percent, and farmers are given the option of

increasing plantings still another 50 percent.

Wheat, on the other hand, is still a surplus crop. The Nation will have an extra year's supply left over when the new harvest comes in. Consequently, acreage allotments for wheat are somewhat smaller than in 1941. Marketing quotas for the 1942 wheat crop have already been proclaimed, and wheat farmers will vote in a national referendum on May 2. This is to prevent bogging down the production of necessary foods by glutting supply lines with surplus grains.

We need more fats and oils for home and war factories. Peanuts and soybeans are rich in oils. Accordingly, acreage allotments on these crops have been raised 155 percent and 54 percent, respectively, over 1941. To encourage this production, price supports are offered.

To carry out price support, two methods are used: the loan program, which has been in effect for several years on wheat, corn, cotton, and some other staple crops that can easily be stored; and the more recent direct purchase program.

Under the new wartime program, commodities included in the price-supporting proclamation are:

- (1) Hogs, evaporated milk, eggs, wheat, milk, cheese, and chickens (excluding broilers);
- (2) 1942 crop of dry peas;
- (3) 1942 crop of dry edible beans;
- (4) 1942 crop of peanuts for oil;
- (5) 1942 crop of soybeans for oil;
- (6) 1942 crop of flaxseed for oil.

These supports are in addition to the regular crop loan features that are familiar to farmers, and provided for in the Agricultural Adjustment Act.



PIGS AND CORN are a winning combination in the Food for Freedom program. Farmers are urged to feed their livestock plentifully during these days of food expansion. Betty Hall, pretty Iowa farm girl, poses with two cuddlesome porkers that will eat their share of the nation's bountiful food during the coming months.

BEEF CATTLE PROGRAM

The Department of Agriculture recommends this program to beef cattle producers:

1. Market more cows and heifers to prevent further increases in cattle numbers. The goal for cattle slaughter for next year cannot be reached unless a larger proportion of breeding animals are marketed.
2. Pay off indebtedness now

while prices and demand are good so as to avoid the danger of having to pay big debts at low prices later.

3. Improve breeding herds by culling out and selling undesirable animals while demand is good.
4. Keep livestock numbers in balance with normal feed supplies.

The national goal for beef calls for slaughter of 29,000,000 head in 1942, or two million more than in 1941.

Farmers! Make SIGNATURE Your Food For Freedom SUPPLY BASE

PLANT to win with Name seeds

The seeds of success are at Signature's. They are worthy of the grand job you are out to do. Locally adapted types.

Hybrid seed corn, bu.	\$0.00
Certified alfalfa, bu.	\$0.00
Soybean, oiltype, bu.	\$0.00
White clover, bu.	\$0.00

ORDER plants now for success in the garden

For sturdy stock that is adapted to local soils and growing conditions, come to Signature's. Immediate delivery.

Tomato plants, per 1,000	\$0.00
Cabbage plants, per 1,000	\$0.00
Onion sets, per 1,000	\$0.00

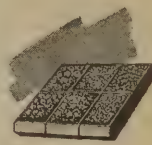
RAISE Food for Freedom with Name Feeds

Our quality rations result in higher production at a lower feeding cost.

Baby chick starter, ton	\$0.00
Laying mash, ton	\$0.00
Hog ration, ton	\$0.00
Dairy ration, ton	\$0.00

SIGNATURE

Buy United States Defense Stamps and Bonds



Plant!

FOOD FOR FREEDOM

America's victory may be won in its farms and home gardens this year. You can help in the war effort by making every seed count.

Name's Seeds

Pack or Bulk

Good gardens begin with good seeds. Locally adapted.

Insecticides and Sprays

Follow through by protecting young plants against their enemies. Then watch them grow.

Garden Tools

It's important to use the right tools in gardening. See our large stock.

SIGNATURE

FOOD FOR FREEDOM

PROTECT This Defense Plant!

WITH INSURANCE

The Food for Freedom program makes your farm—every American farm—a part of our Nation's great war production machine. Loss of a single unit would lessen America's great striking force. Take more than ordinary precautions in these times to protect your farm property from destruction by fire, theft or other causes. Check your buildings now for possible hazards and take steps to have them made safe. But more than that, be sure that your property is covered adequately by insurance. Then, if loss does occur you will have the means to replace the lost part of the farm defense plant, and hold your place in America's battle line.

SIGNATURE

FOOD FOR FREEDOM

MATERIALS AND SERVICES IMPORTANT IN FARM PRODUCTION



REPAIR MACHINERY NOW is the message being given U. S. farmers as the spring and summer production seasons approach. Farmers have undertaken record production goals under the Food for Freedom program; machines must be in tip-top shape.

FARM TRACTOR HAS PLACE AS VITAL MACHINE IN WAR

The farm tractor is now an important part of war. Its importance in this national emergency is comparable to that of an army tank. Without tractors, America would be sorely crippled on the home front in the Battle for Democracy.

Much of the success of the Food-for-Freedom campaign for greater farm production will depend upon keeping every piece of farm machinery at its maximum "hitting power." Farm equipment has to compete with tanks, ships, and guns for many materials. About 97 per cent of the total weight of all farm equipment is in steel and cast iron. Copper is used principally for tractor radiators and farm water systems. Aluminum is used in milking machines, and rubber is used for tractor tires.

With war machinery and farm equipment both in need of the same materials, it is important that constant care should be given to the operation and maintenance of present equipment. Every gear and every drivetrain, every clutch and every carburetor in America's army of tractors is a weapon against the forces that are seeking to destroy Democracy.

Can Prevent Trouble

Each part of the tractor's mechanism should be checked more frequently than usual to avoid costly breakdowns. This may mean that the farmer or his helper will have to take a few minutes a week from other duties to do it, or have it checked by a professional mechanic; but those few minutes may save many hours of delay later. If a part is needed, it should be gotten at once as parts will not be so easy to replace later.

Another important thing is the conservation of petroleum products, although sparing use of lubricants is false economy. A few adjustments to the carburetor may make a big difference in the amount of fuel the tractor consumes. Attention also should be given to using the fuel that is best adapted to the type of motor.

The care which farmers of America give their tractors and other machinery will determine the hitting power of the Food-for-Freedom drive.



WOMEN'S LAND ARMY members will play an important role in America's food production this year, many important officials predict. This Wisconsin girl believes the modern girl should know how to run tractors and practice driving one on her father's farm.

War Opens New Fields of Work for Busy Farm Women

The job before farm-women is bigger than ever. Many duties—some of them new, will fall to women as the war effort grows. War industries alone will add ten million workers by July 1, 1942 and the proportion of women going into factories will skyrocket. Normally one-fourth of the national labor force was women. As the farm labor shortage becomes acute, rural women are matching the patriotism of their sisters in industry by going into farm production. Most farm women are counting on being just twice as busy as in peace time.

Women are taking over most of the farm book-keeping. Frequently women labor in the fields side by side with their husbands. They are helping with increasing amounts of tractor and truck driving. Women

are advised to check carefully and keep farm labor within their physical strength. Gardening, long the woman's responsibility, insures the family food supply as well as releasing commercially produced foods for market. Women are planning to make 1942 a record one for the family garden—with the assistance of boy and girl helpers.

Increases to be met in chicken and egg production are specific parts of the 1942 farm goals. Here again, women will have as first assistants the children of the family who lighten the work.

Over a period of 10 years, farm women have learned how to sacrifice and now are showing a willingness to give every ounce of this talent for victory.

FARM LOOKS TO WOOD TO FILL BUILDING NEEDS REPLACES METALS DRAFTED FOR WAR

Wood is going back to the farm! It has taken modern war, with its draft of nearly every metal for military service, to restore wood to its former position as the principal building material around the farm. Mortar, bricks, and concrete will also find wider use as farmers prepare to build new structures or repair old ones in order to fill their share of the Nation's war order for farm products.

Farmers will be wise to use some of their increased income now to build needed farm structures and to make improvements on the farm home. As the war throws more and more of a load on transportation, building materials may be hard to get. As one government agency advises, farmers will do well to buy lumber for all planned construction in advance of the need to accumulate a stock-pile of lumber against future needs.

Advice Building Now

The same authority says that now is the time to build structures needed for increased production of milk, chickens, hogs or other farm products, to provide storage on the farm for grain and feed crops, and to construct sheds to prolong the life of farm machinery.

Despite reports that the shortage of materials makes building impossible, farmers are still able to do much construction. Concrete work around the farm with lumber. Mortar, and bricks, and other materials, of course, old favorites of builders. When the farmer can no longer buy steel, wood, redwood, cypress gutters, wood lath, wood window sash and wood shingles are, of course, old favorites of builders.

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LABOR SAVING EQUIPMENT is helping farmers meet food for freedom production goals despite general farm labor shortage. Milking machines, as shown here, and other modern equipment are helping to take place of the men in military service and factory work.

LOW ANALYSIS FERTILIZERS ARE COSTLY TO FARMERS

One outstanding contribution farmers can make for national defense is to shift from the use of low-analysis fertilizers to higher-analysis fertilizers. At the same time, by using higher-analysis fertilizers, they can get more plant food for their fertilizer dollar and save about \$5,000,000 on their annual fertilizer bill.

It is estimated that about 1/2 million tons of sand or other filler

no plant food value is used in low-analysis fertilizers. By using higher-analysis fertilizers farmers can help the Nation's war effort by reducing the burden this extra bulk places in the transportation system, by reducing the amount of labor required to handle commercial fertilizers, and by reducing the number of bags required so as to help offset the shortage in bagging.

Repair, paint, grease, and adjust your farm machinery now and protect it with housing for longest life. Farmers who need to erect new fences can help the nation's war effort by selecting an electric fence system which uses only one strand of wire, but keeps stock in as well as several strands of wire.

Care of Farm Machinery Is Vital Factor in War Time

Keep 'em running! That's the battle cry of the American farmer as he prepares his farm machinery for the spring offensive on the farm. With so much of the Nation's capacity to make new farm machinery now shifted to the production of front-line war materials, farmers must depend upon present farm machinery to produce Food for Freedom this year and perhaps the next few years.

Farm machinery manufacturers will receive enough materials to make only about 80 per cent of the equipment they manufactured in 1940, although they will have about 150 per cent of the supply of metals and other materials they used in 1940 for the production of repair parts for farm machinery. These represent maximum amounts which may be reduced later as shortages of metals and other critical materials increase.

Farmers Have Acted Most farmers have already gone over their machinery at the suggestion of the United States Department of Agriculture's War Board, and made the necessary repairs during the winter months. Many have laid by some of the more common parts of their machinery for future need.

But the careful farmer will find it even more important to make frequent checks on the condition of his

farm machinery. Timely adjustments, replacement of worn parts, careful use, and protection against rust and dust will keep 'em running for the duration. Proper lubrication insures long life and economical operation of machinery. It is not enough, however, to use old crankcase oil for lubrication.

Welding Offers Solution Welding is a practical solution to the question of bolts on angle steel frames that work loose or cannot be tightened. Welding of small cranks, corner pieces, reinforcements, and other small parts will stiffen these frames and make them as strong and rigid as new. Some bolts are in inaccessible places, requiring the use of a special wrench to reach them. The bother of keeping the wrench at hand, or of checking these hard-to-reach places can be avoided by having the parts welded at the same time the corners are being braced.

Special care should be given to the rubber parts of farm equipment—especially the rubber tires on trucks, tractors, and farm implements, and the rubber tubing on milking machines. Some practices which shorten the life of tires include under-inflation, overloading, skids and quick stops, and storing rubber-tired vehicles for a long period without blocking up the wheels.

USE NAME OILS



For FREEDOM From Tractor Troubles!

That's a big job you've got to do, Mr. Farmer—producing the goods we need to win the war! It means you've got to keep that tractor going more often and longer at a time.

Take a tip—you can get a better performance and longer life out of your tractor if you keep it filled with (Signature's) special tractor and long-lasting lubricants. Our top quality oils are triple-filtered to minimize carbon deposits, and double-dewaxed to save motor wear, save gasoline and provide easier starting. Start using (Signature) oils today—be sure of complete Freedom from your tractor troubles!

SIGNATURE



YOUR FARM CAN HELP with Modern Labor-Saving DAIRY EQUIPMENT

You can help to win the war by producing more milk to make our soldiers, men, women and children stronger. By using the most efficient equipment available, you will be helping to provide more of this vital food for America. Modern dairy equipment will help to

Save Labor and Time Increase Production Per Cow Improve Quality

The government has recognized the importance of efficient dairy production by permitting the manufacture of new dairy equipment, while other lines are being cut. Cooperate with Uncle Sam by using machinery to increase your output. Pictured are four of (Signature's) result-proven production aids, designed to make the most of your raw materials, to conserve time, fuel and labor. Let us show you how to benefit from high production and favorable milk prices. Act today!

Terms Available SIGNATURE

NOW is the time to build and repair—that's your part in the National Defense program! The farm defense plan must grow and keep on growing to turn out Food for Freedom. In order to supply your nation with the necessary amount of food to make it strong, first you must construct needed equipment. The war has cut off the supplies of many building materials. Yet there is still a limited amount of lumber and other materials available. Come to the (Your Signature) Company immediately—talk to us about plans—we're proud to help you who serve our country so well!

WOOD IS STRONG Use dependable low-cost lumber to put your farm plant in shape to carry out its war-time job. Your (Signature) wood builds extra-heavy eagles, gables, rigid and strong. They will last for years!

Be sure to provide clean, well-ventilated quarters for your chicks. They need plenty of fresh air and sunlight and therefore glass windows should take up the front part of the house. Let our experienced staff build yours with strong (Your Signature) lumber.

WOOD IS GOOD Use (Your Signature) wood to make the garage you want, to keep your car safe and dry. Use it to build sheds for the protection of your farm machinery, feed hoppers, stock troughs. Make your farm strong to make the Nation strong!

Protect vital food reserves in storage built of (Your Signature) lumber. Granaries and bins make an ideal investment for growing farm incomes. See us TODAY for plans which require little or none of the scarce materials.

YOUR SIGNATURE Do Your Part for National Defense... Buy U. S. Bonds and Stamps

Your Allies In the Food for Freedom Fight, Mr. Farmer!



Here's a way you can definitely help our Victory effort. Feed your stock and poultry feed grown right on your own place—feed that has been expertly ground and mixed by us. It's the way you can help to ease the congestion in our already overloaded transportation system, and it's the wise way to cut down on your farm feed bill. Call us now.

SIGNATURE CO



ELECTRICITY Helps You to KEEP 'EM FLYING

Everyone knows that this is a war of production. You, the farmers of America, can help win this war of production by making the most of a constant and dependable ally—electric power. Why not install labor-saving electrical equipment on your farm and boost our all-out effort? Ask for free planning service and cost estimate.

SIGNATURE



There's Still TIME!

Yes, there's still time to build up your flocks with healthy, long-life (Signature) chicks. Our strain is known for egg-strain and long-distance layers. Order now for next year's laying flock and help keep America supplied with the food she needs.

188 Rand Road
SIGNATURE HATCHERY



Don't let that milking machine get out of order. It's part of our front-line defense right now. Don't waste time and precious milk. Make sure your milking machine is in top condition. We service all makes.

SIGNATURE

YOU CAN DEPEND ON LOCAL MERCHANTS

These merchants who advertise on this page are more than prepared to help the American farmer win his battle of production this spring. They are allies that can be counted on right down to the successful and we all know is surely coming.

Services Offered

These merchants, aside from their regular services, offer expert advice on war needs and are in a position to help you ease your work and at the same time, help you to increase your production both in quantity and in quality. It will pay you to take advantage of the many suggestions and services offered by these merchants—services that

will keep your farm program in high gear and add to the general efficiency and productivity of your farm.

Since this is an all-out effort on the part of the Nation, the American farmer can well appreciate the demands that will be made on him in the near future. It's a job that's not going to be easy, but it's a job that will be handled the only way we know—the successful way.

Few Suggestions

In order to make our all-out for Victory program a success, see to it that your feed, stock and fertilizer are the best available—see to it that your farm machinery is in the best possible condition at all times—see to it that waste space is eliminated for the duration.

No DUDS In Signature SEEDS

You can't win a war with blank shells, now can you win the 1942 battle of farm production with weak-spirited, lifeless seeds. That's why we've been so careful this year to select the finest seeds obtainable—seeds that will give you maximum production and healthy crops. Buy your seeds at (Signature's).

Certified Seeds & Plants
Disinfectants, Insecticides

SIGNATURE



SIGNATURE



QUALITY SEEDS will give you the extra production which America at home and abroad needs so vitally. Our legume seeds are extra pure and high germinating—the kind you need to produce the high-standard crops we need for Victory. Don't delay—fill your needs now.

America Depends on YOU for FOOD for FREEDOM

Striking Blows for FREEDOM

We're doing our part by serving the farmers who produce Food For Freedom. We can help you to conserve and serve more efficiently—bring your repair problems here for quick, saving service.



SIGNATURE



Defend Your Farm With an ELECTRIC FENCE SYSTEM

Help to conserve both feed and steel by choosing a (Signature) electric fence system. This system uses only one strand of wire and makes it easier to practice rotation grazing and to salvage other pasture areas. Your cows can receive green crops when they are most nutritious. Install it today and defend your farm!

Farmers, Do Your Part. Buy United States Defense Bonds and Stamps

SIGNATURE

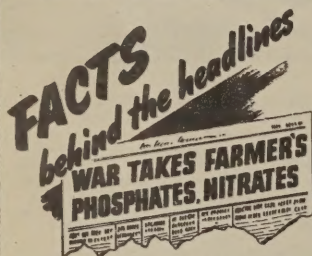


In a THRIFTY FREEZER LOCKER

You can help Uncle Sam considerably by producing and saving more of your food needs. A (Signature) freezer locker is the ideal way to preserve meats, vegetables, fruits or any other perishable food. You'll save enough on food costs to more than pay the low yearly rental. Call Oak 678 for complete particulars.

Ask Your Neighbors About the Many Advantages of a Freezer Locker!

SIGNATURE



About FERTILIZER

- 1 War has reduced the precious supplies of some fertilizer ingredients, chiefly nitrate of soda and cyanamide. The quantity of nitrate of soda available for agricultural use is being allocated to areas where most needed.
- 2 The total supply of mixed fertilizer available this spring is larger, however, than the amount farmers used last spring. Production of potash and sulphate of ammonia is running ahead of 1941. Superphosphates are still fairly abundant.
- 3 War time calls for economical use of fertilizers. We recommend that you buy and use only the higher-analysis fertilizers. They require less transportation, less labor and bags to handle, and give you more plant food for your money. It's the way you can help to keep America going in high gear.

CALL OAK 909 ANY TIME

678 East Briarside Road
SIGNATURE

Out to do a Job... FOR OUR COUNTRY... FOR OUR FUTURE...

Agriculture's call to serve the Nation under the Food for Freedom program by producing essential foods and fibers also presents opportunity to work for a brighter future. Now, more than ever before, the farmers of America can insure their security for years to come. When you do your part for Uncle Sam, you're building up your personal security for the future.

Remember the Last War...



Remember the penalty of unplanned production and the rush to increase land holdings... how we plowed up the plains only to reap dust storms and failure 15 years later?

PRINCIPLES OF FARM SUCCESS

Enabling Farmers to Insure Future Security

PRODUCE FOOD FOR FREEDOM according to your U.S.D.A. Farm Defense Plan for 1942. Increase your production of those products which Uncle Sam needs in greater quantities. Hold down the production of things needed less.

FARM YOUR OWN FARM—It is better to build up your present farm to its full potentiality than to take on the burden of additional land and investment.

REDUCE DEBT—Use additional income to retire any existing debts on your farm and to increase working capital. Put aside something every month to pay next year's taxes—also

BUY DEFENSE BONDS

YOUR SIGNATURE



Make The Most of The Present Opportunities
Read Principles Below

Now is the time to IMPROVE YOUR FARM!

It Can Help Win the War!

Modernization... for efficiency, for beauty, and for comfort can help win the war. Your farm must be more efficient if it is to produce more... it should be more beautiful for additional enjoyment... and more comfortable for those relaxing moments after your daily work is done. Consider carefully what should be done to improve your farm... consider carefully what these improvements will do for you!

Make Repairs Outside!



Repair the farm home. Add years to the life of your home and make it more livable with a new roof, new hardwood floors, or a new enclosed porch.

MODERNIZE INSIDE!

Create a new kitchen... a work place which you will enjoy for years to come. A well-planned kitchen will make it easier to provide the family with excellent meals of Foods for Freedom.



SIGNATURE

312 South Main Street

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NOTICE! In the interests of the national welfare and in view of the fact that the production of food and fiber is the most important of our national needs, the use of this supplement is being restricted to all subscribers on a non-selective basis.

